Canada’s Role in the World - Part One

A Macdonald-Laurier Institute poll
Methodology

- Survey of 1,023 Canadians conducted using an online national representative sample.*
  - Margin of error is +/- 3.1%, for the national sample, but larger for sub-groups.
- The survey was conducted in both English and French.
- Data was collected between September 28th and 30th, 2020.
- Results have been weighted by region, age, gender, language most often used at home and past federal vote using the most recent census data.

*This poll was done in partnership with the Konrad Adenauer Foundation. MLI also used the services of One Persuades for the polling.
# Label definitions

<table>
<thead>
<tr>
<th>Label</th>
<th>Definition</th>
<th>Label</th>
<th>Definition</th>
<th>Label</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>All respondents</td>
<td>Trades</td>
<td>Trained in trades or</td>
<td>English</td>
<td>English is official language most often spoken at home</td>
</tr>
<tr>
<td></td>
<td></td>
<td>comm</td>
<td>community college</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic</td>
<td>NL, NS, PE &amp; NB</td>
<td>Bachelor’s</td>
<td>Completed a Bachelor’s</td>
<td>French</td>
<td>French is official language most often spoken at home</td>
</tr>
<tr>
<td>Quebec</td>
<td>Quebec</td>
<td>Graduate</td>
<td>Completed a post-graduate</td>
<td>Visited China</td>
<td>Has visited China</td>
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<tr>
<td>Ontario</td>
<td>Ontario</td>
<td>Under $50k</td>
<td>Household income under $50,000</td>
<td>Pos view of China/Russia/US</td>
<td>Has a very or a moderately positive view of China/Russia/US</td>
</tr>
<tr>
<td>Prairies</td>
<td>MB, SK &amp; AB</td>
<td>$50k to $100k</td>
<td>Household income between $50,000 and $100,000</td>
<td>Neutral view of China/Russia/US</td>
<td>Has a neutral view of China/Russia/US</td>
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<tr>
<td>BC</td>
<td>British Columbia</td>
<td>$100k to $150k</td>
<td>Household income between $100,000 and $150,000</td>
<td>V. neg view of China/Russia/US</td>
<td>Has a very negative view of China/Russia/US</td>
</tr>
<tr>
<td>M18-34</td>
<td>Males 18 to 34 years old</td>
<td>Over $150k</td>
<td>Household income over $100,000</td>
<td>FP very imp to voting</td>
<td>Foreign policy is very important to their voting decision</td>
</tr>
<tr>
<td>M35-54</td>
<td>Males 35 to 54 years old</td>
<td>Immigrant</td>
<td>Immigrated to Canada themselves</td>
<td>FP mod. imp to voting</td>
<td>Foreign policy is moderately important to their voting decision</td>
</tr>
<tr>
<td>M55+</td>
<td>Males 55 &amp; older</td>
<td>2nd generation</td>
<td>One or both parents immigrated to Canada</td>
<td>FP not very imp to voting</td>
<td>Foreign policy is not very important to their voting decision</td>
</tr>
<tr>
<td>F18-34</td>
<td>Females 18 to 34 years old</td>
<td>3rd gen or more</td>
<td>Family has been in Canada for more than two generations</td>
<td>FP not imp at all to voting</td>
<td>Foreign policy is not at all important to their voting decision</td>
</tr>
<tr>
<td>F35-54</td>
<td>Females 35 to 54 years old</td>
<td>Liberal ’19</td>
<td>Voted Liberal in the 2019 federal election</td>
<td>Very Low to High IKS</td>
<td>International Knowledge Score categories</td>
</tr>
<tr>
<td>F55+</td>
<td>Females 55 &amp; older</td>
<td>Conservative ’19</td>
<td>Voted Conservative in the 2019 federal election</td>
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<td>High school or less</td>
<td>No more education than high school</td>
<td>NDP ’19</td>
<td>Voted NDP in the 2019 federal election</td>
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</tbody>
</table>
International Knowledge Score (IKS)

- In order to understand the impact of knowledge of foreign affairs and familiarity with the world outside of Canada on how respondents view Canada’s place in the world and various policy issues we created the International Knowledge Score (IKS).

- The IKS is a combination of two equal factors:
  - Amount of travel outside of Canada, with extra weight for travel beyond North America and the Anglosphere.
  - Knowledge of international news using two events as tests - the signing of the Abraham Accords and the 2019 UK election.

- The IKS is measured using a score between 0 and 10. 0 means having no knowledge or exposure to the world beyond Canada and 10 means having deep knowledge of and extensive exposure to the rest of the world.
International Knowledge Score (IKS)

IKS categories based on score

- Very High
- High
- Medium
- Average
- Low
- Very Low

Average score: 3.34

Distribution of IKS categories within Canada

- Very High, 0.5%
- High, 7.6%
- Medium, 26.1%
- Average, 22.4%
- Low, 32.5%
- Very Low, 10.9%

Because only 5 respondents scored in the “Very High” category they have been merged into the “High” category for the rest of this analysis.
IKS Insights

- It would be expected that IKS rises with education, which it does, but higher income is actually a better prediction of IKS than higher education alone.
- Men generally have a higher average IKS than women and older people more than younger people (despite low education levels among older Canadians).
- People who immigrated to Canada themselves have higher IKS than Canadians who have lived in this country for generations.
- While Liberal voters have a higher IKS than Conservatives, the gap is reasonably small. NDP voters have significantly lower scores.
- People who say that foreign policy is very important to their voting decision do have higher IKS than those who say foreign policy is not important, but there are segments with higher IKS.
  - This means that there are statistically significant numbers of Canadians who are well-informed on international affairs but are not “Foreign Policy Voters.”
- Regionally, IKS is highest in BC and Ontario. It is lowest in Quebec.
Canada’s Role in the world
How influential is Canada on the world stage?
How influential is Canada on the world stage?
How important is it that Canada be more influential on the world stage?

Region, Age and Gender

- Very important
- Moderately important
- Not very important
- Not important at all
How important is it that Canada be more influential on the world stage?

<table>
<thead>
<tr>
<th>How important is it</th>
<th>Canada</th>
<th>Graduate degree</th>
<th>NDP '19</th>
<th>Pos view of China</th>
<th>Pos view of Russia</th>
<th>FP very imp to voting</th>
<th>FP not imp at all to voting</th>
<th>Very low IKS</th>
<th>Low IKS</th>
<th>Average IKS</th>
<th>Medium IKS</th>
<th>High IKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
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<td>3%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>23%</td>
<td>31%</td>
<td>25%</td>
<td>12%</td>
<td>16%</td>
<td>13%</td>
<td>19%</td>
<td>22%</td>
<td>25%</td>
<td>26%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Not very important</td>
<td>50%</td>
<td>42%</td>
<td>55%</td>
<td>51%</td>
<td>40%</td>
<td>33%</td>
<td>38%</td>
<td>52%</td>
<td>50%</td>
<td>51%</td>
<td>50%</td>
<td>45%</td>
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<tr>
<td>Not important at all</td>
<td>22%</td>
<td>21%</td>
<td>17%</td>
<td>29%</td>
<td>39%</td>
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<td>35%</td>
<td>20%</td>
<td>19%</td>
<td>17%</td>
<td>28%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Significant Segments and IKS
How important is it that Canada be more influential on the world stage?

- 5% very important
- 23% moderately important
- 28% not very important
- 10% not important at all

Canada
Canada is very influential on the world stage
Canada is moderately influential on the world stage
Canada is not very influential on the world stage
Canada is not at all influential on the world stage

Region, Age and Gender
Views of Countries
Net impression score for each country
Opinion of China

Region, Age and Gender
Opinion of China

Significant Segments and IKS
Opinion of Japan

Region, Age and Gender
### Opinion of Japan

#### Significant Segments and IKS

<table>
<thead>
<tr>
<th>Category</th>
<th>Very positive</th>
<th>Moderately positive</th>
<th>Neutral</th>
<th>Moderately negative</th>
<th>Very negative</th>
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</thead>
<tbody>
<tr>
<td>Canada</td>
<td>43%</td>
<td>34%</td>
<td>11%</td>
<td>17%</td>
<td>1%</td>
</tr>
<tr>
<td>High school or less</td>
<td>34%</td>
<td>47%</td>
<td>23%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Graduate degree</td>
<td>26%</td>
<td>47%</td>
<td>26%</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>Immigrant</td>
<td>28%</td>
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<td>12%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>French</td>
<td>26%</td>
<td>34%</td>
<td>9%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>FP very imp to voting</td>
<td>35%</td>
<td>57%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>FP not imp at all to voting</td>
<td>57%</td>
<td>42%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
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<tr>
<td>Very low IKS</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
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<tr>
<td>Low IKS</td>
<td>10%</td>
<td>11%</td>
<td>19%</td>
<td>19%</td>
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<tr>
<td>Average IKS</td>
<td>19%</td>
<td>39%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
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<tr>
<td>Medium IKS</td>
<td>23%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>High IKS</td>
<td>30%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
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</tbody>
</table>
Opinion of South Korea

Region, Age and Gender
Opinion of South Korea
Opinion of Taiwan

Region, Age and Gender
Opinion of Taiwan

Significant Segments and IKS
Opinion of India

Significant Segments and IKS
Opinion of Russia

Significant Segments and IKS
Opinion of Ukraine

Region, Age and Gender
Opinion of Ukraine

Significant Segments and IKS
Opinion of Latvia

Region, Age and Gender
Opinion of Latvia

Significant Segments and IKS

Canada
High school or less
Graduate degree
NDP '19
Pos view of Russia
FP very imp to voting
FP not imp at all to voting
Very low IKS
Low IKS
Average IKS
Medium IKS
High IKS

Very positive
Moderately positive
Neutral
Moderately negative
Very negative
Opinion of the United States

Region, Age and Gender
Opinion of the United States

Significant Segments and IKS

Very positive  Moderately positive  Neutral  Moderately negative  Very negative
Opinion of the United Kingdom

Region, Age and Gender
Opinion of the United Kingdom

Significant Segments and IKS

Canada
High school or less
Graduate degree
Immigrant
Conservative '19
FP very imp to voting
FP not imp at all to voting
Very low IKS
Low IKS
Average IKS
Medium IKS
High IKS

Very positive
Moderately positive
Neutral
Moderately negative
Very negative
Opinion of Germany

Region, Age and Gender

Very positive
Moderately positive
Neutral
Moderately negative
Very negative
Opinion of Germany

Significant Segments and IKS

Very positive
Moderately positive
Neutral
Moderately negative
Very negative
Opinion of Australia
Opinion of Australia

Significant Segments and IKS

Very positive  Moderately positive  Neutral  Moderately negative  Very negative
### Opinion of Israel

<table>
<thead>
<tr>
<th>Region</th>
<th>Very positive</th>
<th>Moderately positive</th>
<th>Neutral</th>
<th>Moderately negative</th>
<th>Very negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>43%</td>
<td>47%</td>
<td>12%</td>
<td>15%</td>
<td>32%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>16%</td>
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<td>21%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Quebec</td>
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<td>14%</td>
<td>23%</td>
<td>17%</td>
<td>12%</td>
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<tr>
<td>Ontario</td>
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<tr>
<td>Prairies</td>
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<td>37%</td>
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<td>BC</td>
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</tr>
<tr>
<td>M18-34</td>
<td>16%</td>
<td>13%</td>
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<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>M35-54</td>
<td>21%</td>
<td>14%</td>
<td>23%</td>
<td>17%</td>
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<td>M55+</td>
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<td>F55+</td>
<td>21%</td>
<td>14%</td>
<td>23%</td>
<td>17%</td>
<td>6%</td>
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</tbody>
</table>

Region, Age and Gender
Views on China and Russia by views on the US

China

- Very positive: 68%
- Moderately positive: 42%
- Neutral: 21%
- Moderately negative: 35%
- Very negative: 46%

Russia

- Very positive: 28%
- Moderately positive: 20%
- Neutral: 28%
- Moderately negative: 17%
- Very negative: 54%
Threats to Canada
Countries as a serious threat to Canada

- United States: 21%
- Iran: 26%
- Russia: 28%
- China: 44%
How much of a threat is China to Canada?

Region, Age and Gender
How much of a threat is China to Canada?

Significant Segments and IKS
How much of a threat is Russia to Canada?

Region, Age and Gender
How much of a threat is Russia to Canada?

Significant Segments and IKS

- Serious threat
- Moderate threat
- Small threat
- No threat at all

Canada
- NDP '19
- Pos view of Russia
- Neutral view of Russia
- V. neg view of Russia
- FP very imp to voting
- FP not imp at all to voting
- Very low IKS
- Low IKS
- Average IKS
- Medium IKS
- High IKS

<table>
<thead>
<tr>
<th>Threat Level</th>
<th>Canada</th>
<th>NDP '19</th>
<th>Pos view of Russia</th>
<th>Neutral view of Russia</th>
<th>V. neg view of Russia</th>
<th>FP very imp to voting</th>
<th>FP not imp at all to voting</th>
<th>Very low IKS</th>
<th>Low IKS</th>
<th>Average IKS</th>
<th>Medium IKS</th>
<th>High IKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>No threat at all</td>
<td>9%</td>
<td>7%</td>
<td>24%</td>
<td>40%</td>
<td>54%</td>
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<td>8%</td>
<td>22%</td>
<td>39%</td>
<td>18%</td>
<td>8%</td>
<td>8%</td>
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<td>8%</td>
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<tr>
<td>Moderate threat</td>
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<td>29%</td>
<td>18%</td>
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<td>16%</td>
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<td>32%</td>
<td>22%</td>
<td>40%</td>
<td>40%</td>
<td>29%</td>
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<td>Significant segments</td>
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</tr>
</tbody>
</table>
How much of a threat is Iran to Canada?

Region, Age and Gender

- Serious threat
- Moderate threat
- Small threat
- No threat at all
How much of a threat is Iran to Canada?

Significant Segments and IKS

- Serious threat
- Moderate threat
- Small threat
- No threat at all

Canada
High school or less
Graduate degree
Conservative '19
NDP '19
FP very imp to voting
FP not imp at all to voting
Very low IKS
Low IKS
Average IKS
Medium IKS
High IKS
How much of a threat is the US to Canada?

Region, Age and Gender
How much of a threat is the US to Canada?

Significant Segments and IKS

- Serious threat
- Moderate threat
- Small threat
- No threat at all